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# HOW YOU CAN KEEP YOUR TRACTOR ON THE JOB!

## Now FIRESTONE Can Furnish You With Wide-Base Tires, Tubes and Rims

THE Baruch report on the rubber situation and statements by Mr. W. M. Jeffers, rubber administrator, indicate the intention of the Government to keep all essential rubber tired wheels rolling.

To help farmers keep their tractors on the job, Firestone has developed a new Wide Base Changeover Plan. It is an easy, inexpensive way to put the new type wide base tires on older model tractors now equipped with rubber.

Government tire regulations are being changed to discontinue retreading rear farm tractor tires. Consequently,

replacements can be made only with new tires. This means that as soon as stocks of conventional tires are exhausted new type wide base tires must be used in their place. That is why the new Firestone Wide Base Changeover Plan is of vital interest to all farmers owning tractors equipped with worn tires.

**If your tractor tires are badly worn, don't delay—see your nearby Firestone Tire Dealer or Firestone Store today. They have complete information on how to help you keep your tractor on the job.**

**\*Mr. EXTRA TRACTION says: "THE FIRESTONE WIDE-BASE CHANGEOVER PLAN IS SIMPLE AND INEXPENSIVE. HERE'S HOW IT WORKS"**

- Step 1.** Cut off both sides of the conventional rim at the edge of the well.
- Step 2.** Weld the new wide base rim to the remainder of the conventional rim.
- Step 3.** Mount new type wide base Firestone Ground Grip Tires and new wide base tubes.

The new Firestone Wide Base Changeover Plan is an adaptation of the famous Firestone Cut-Down Plan. This makes it possible to replace worn conventional tires with wide base Firestone Ground Grip Tires which provide up to 215 extra inches of traction bar length per tractor.



# Firestone

## GROUND GRIP TIRES

**\*Mr. EXTRA TRACTION gets his name from the Extra Traction Bar Length on Every FIRESTONE GROUND GRIP TIRE**

*Listen to the Voice of Firestone with Richard Crooks, Margaret Speaks and Alfred Wallenstein, Monday evenings, over N. B. C.*  
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**For the Army... For the Navy  
For the Air Corps... FOR YOU**

● New fire-fighting equipment gets there quick and puts the fire out in a hurry. Highly effective against all hard-to-fight fires. Ideal for air fields, rural areas... wherever fast-moving equipment is required. Carries its own water supply. Utilizes high-pressure fog... "cold steam"... at 600-800 lbs. pressure. One gallon of water does the work of 10 ordinary pumps. Conserves limited water supply. Cuts water damage to a fraction. The first important contribution to fire fighting since the horse fire trucks were discarded.

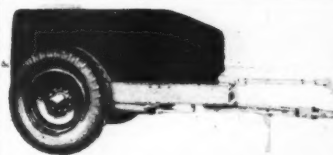
*Now...*

**BEAN RUGGEDNESS  
means Everything!**

**Your job** is to produce the MOST and the BEST you can. Our job is to keep your BEAN rolling at top efficiency. A BEAN Sprayer needs very little repair attention. But when it does, you'll find Authorized BEAN Service and Parts in every growing area.

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**BEAN BUILDS  
A COMPLETE LINE**  
of Power Sprayers, four-wheel and tractor-pull, in 15-, 20-, 30-, 35- and 55-gal. capacities. Pumps designed particularly for today's high pressures. Also power and traction Crop Sprayers and Dusters, Cleaners and Graders for both orchard and row crops.

**BEAN SPRAYERS**

KEEP 'EM ROLLING FOR VICTORY PRODUCTION

**JOHN BEAN MFG. CO.** Division of Food Machinery Corporation  
15 Hosmer Street, Lansing, Michigan  
104 West Julian Street, San Jose, California

**Please send your 1943 Sprayer Catalog to:**

Name.....

Address.....

No. of Acres.....

Kind of Fruit.....

# TO OUR FARM MACHINE CUSTOMERS

**T**HE War Production Board on October 20 issued the 1943 Farm Equipment Limitation Order, fixing the amount of farm machinery which can be manufactured between November 1, 1942, and October 31, 1943. As this new order drastically affects the ability of the International Harvester Company to supply machines to its farmer customers, we feel that a brief statement is necessary in order that you may plan your future operations far enough in advance to safeguard the nation against any serious interruption in the Food-for-Freedom program.

## **New Machines Cut to ONE-FIFTH**

The purpose of the 1943 Limitation Order is to limit the entire farm equipment industry to produce for American farmers during 1943 not more than 20 per cent, or one-fifth, of the amount of new equipment that was built in 1940.

The government has further adopted the policy of concentrating this limited production for 1943, insofar as possible, with smaller manufacturers. The 1943 Limitation Order therefore provides that preference shall be given to manufacturers on the basis of their size. A group consisting of the smallest manufacturers has the smallest cut in production, a second group of small to medium-size manufacturers comes next, and the larger companies have the largest cut in production.

The result is that the 1943 Limitation Order stops production completely on the great majority of farm machines heretofore manufactured by International Harvester. On a comparatively few machines we are permitted to continue production on a severely reduced basis. It means that our company's 1943 production will fall substantially below the 20 per cent of 1940 average for the whole industry. On a tonnage basis, our company's 1943 production of new machines will be only 14 per cent of 1940, and 12 per cent of the 1941 output. Other companies similarly classed as large manufacturers will be similarly affected.

## **All Equipment to Be Rationed**

As you have been previously advised by the United States Department of Agriculture, this small amount of new equipment will be rationed to farmers, under a rationing system established by the Department of Agriculture.

The 1943 production program was adopted by the War Production Board, in cooperation with other governmental war agencies, as a part of its plan to curtail use of steel and other critical materials so as to increase the amounts available for the production of ships,

planes, and weapons of war. Only the government could decide a question of such far-reaching importance.

## **Harvester's Wartime Pledge**

Our company, of course, is keenly aware of the shortages of manpower and equipment with which farmers in many sections of the country are contending. Much has already been done by resourceful farmers and many patriotic groups to overcome these handicaps. Governmental agencies are undertaking to deal further with the problem. We are sure that the farmers of the nation will make every effort to produce the food required in 1943.

The International Harvester Company desires to state clearly that it will cooperate earnestly with the government's 1943 Limitation Order. We pledge anew to the farmers that we shall do our utmost, within these limitations, to help them with their equipment problems in 1943.

We can be of greatest help to our farmer customers in every community by continuing to supply them with repair parts and services for the McCormick-Deering equipment on which they have relied for so many years. The 1943 Limitation Order permits production of substantially the same volume of repair parts as produced in 1942. Harvester will continue to produce repair parts up to the limitations of the order and available materials, and will do everything in its power to help the McCormick-Deering dealers maintain the best service facilities possible under wartime conditions.

## **Put New Life in Your Old Machines!**

The owners of McCormick-Deering machines can perform a patriotic service by ordering needed parts and arranging for service to keep their existing equipment in use for the longest possible time, thereby saving steel and other materials for war manufacture. McCormick-Deering dealers will make every effort, within the restrictions imposed on them, to carry adequate stocks of repair parts and maintain service men for that purpose. This should make it possible for our customers to continue using the machines with whose design, performance, and quality they are familiar, and to maintain their farm production at the highest possible levels under the circumstances.

For your country and your peace of mind, check over your machines and tools. *Make sure that you order all parts and service work in time for the job ahead!*

**INTERNATIONAL HARVESTER COMPANY**  
180 North Michigan Avenue Chicago, Illinois

# INTERNATIONAL HARVESTER





## NECESSARY MEN FROZEN TO THEIR FARM WORK

**D**ECISIVE steps to relieve the farm manpower problems have been taken by Major General Hershey, Director of Selective Service, acting under authorization of the Tydings amendment to the "Teen-age" Draft Act, which became law November 14, according to a bulletin from the National Apple Institute. In accordance with the law, instructions have gone forward to state and local draft headquarters, as follows:

1. Farm workers, of all ages 18 to 45, who are necessary to and regularly engaged in war-essential agriculture, are to be deferred. The deferment is to remain in effect so long as the man continues to be so engaged, or until a satisfactory replacement can be obtained.
2. Such a deferred farm worker may not move to a job in industry or elsewhere without prior permission of his local board. He may transfer to another necessary farm job.
3. If he leaves without his local board first having determined that it is in the best interest of the war effort for him to make the transfer, the board must immediately reclassify him for military service. This applies regardless of dependents.
4. Farm deferred men cannot be released by local boards for voluntary enlistment.

These new instructions go far beyond the "freeze" measure applied in October to workers in dairy, livestock, and poultry farming only. In all cases, the appeal privilege is continued.

The announcement by General Hershey does not define what are to be considered "essential" agricultural occupations and endeavors. This information is to be provided to Selective Service by the Department of Agriculture. Meanwhile, the local draft boards are being asked by General Hershey to go to the farmers' county war boards to get their judgment on the essentiality of any given type of agricultural activity. The draft boards are responsible in all cases for deciding whether the individual man is "necessary" in his particular job.

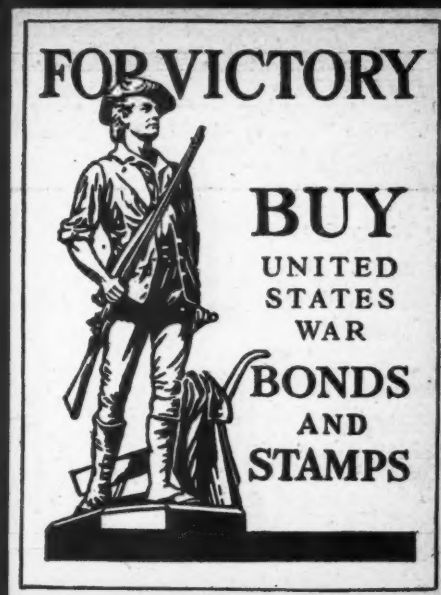
The Department of Agriculture indicates it will prepare recommendations setting forth (1) which crops are to be considered essential, (2) what measure of productivity shall be used to decide whether the individual farm is an essential contributor, and (3) what kind of work done by a man shall class him as necessary.

## FRIENDS OF THE FRUIT INDUSTRY

**A** man is known by the company he keeps. The same old adage applies to an industry. In this respect the fruit industry is fortunate, and justly so. Its friends are many—and they are good friends and true. The list is a long one, and includes many packers and processors of foods, who enrich and embellish their products with fruits and nuts. Among these many friends of the fruit industry is the ice cream industry. Theirs is a Damon and Pythias friendship—staunch, strong and enduring. How many fruit growers realize that the ice cream industry uses sixty-five million pounds of fruit and eight million pounds of nuts each year? And that the merchandising and advertising of ice cream features fruits and nuts as perhaps no other industry does, not even the fruit industry itself. Since one good turn deserves another, fruit and nut growers everywhere should make the effort to praise ice cream not only as an appealing, appetizing dessert but also as a food of importance to health and daily well being.

DECEMBER, 1942

AMERICAN FRUIT GROWER



"MY COUNTRY 'TIS  
OF THEE"

**H**ERE is still another way in which the fruit grower can "come to the aid of his country." Join up in the fight against Jack Frost.

Because of the problems involved, Railway Express Agency is asking the cooperation of shippers of perishable commodities in preventing damage in transit by frost during the winter months.

A substantial volume of green or fresh fruits move by express from producing to consuming centers, from December to March. While adequate temperature control is possible during handling on trains and in express terminals, it is necessary that such shipments be hauled by motor vehicles or even sleighs in cities and towns and during railroad movement be moved on station platform trucks between trains and depots.

During these stages, it is not possible to provide "heated protection" necessary when temperatures suddenly drop below the freezing point. Frost damage can occur as soon as the 32° freezing mark is reached. It does not take long exposure nor many degrees below freezing to cause serious damage.

The Express Agency is asking the shippers to provide extra "protective packing" for all farm products especially susceptible to frost damage.



**A**MERICAN fruit growers will be able to get most of the fertilizer they need to meet crop production goals next year, Dr. Frank W. Parker of the U. S. Department of Agriculture said recently in a talk before the American Society of Agronomy meeting in St. Louis.

Dr. Parker, who is in charge of soil and fertilizer investigations in the Department, indicated there would be a record demand for fertilizers due to the great increase in the farm cash income for 1942. He predicted there would not be enough nitrogen to meet this demand but said there would be enough for essential requirements and to enable American farmers to meet crop production goals. Adequate supplies of both phosphate and potash were predicted.

PAGE 3

# HERE'S "LOW DOWN" ON APPLYING FOR A PRIORITY

## WHAT TO DO AND HOW TO DO IT

By TRUMAN NOLD

Executive Secretary, National  
Apple Institute

Washington, D. C.—The other day a WPB official phoned over here and said, "Look. Here I am working away at a stack of priority applications, and up comes this one from Joe Doakes, an apple grower. He wants a piece of machinery. When I come to where he is supposed to state the reason why, here's all it says: 'I need this very badly!'"

"Now what kind of reason is that?"

Well, that's a pretty good reason for applying for something these days. But getting it depends on two things: First of all, on how well you make the authorities understand exactly what you need, and exactly why. That settled, it depends on how much the country needs you to have it.

No matter what changes are made in the systems of priorities, allocations, and rationing—and changes are being made all the time—you will have an increasing number of applications and forms of one kind and another to fill out. So, what's the best way to get the job done?

More than half the applications in trouble that we have seen, have been in trouble, not because of anything essentially wrong or unjustifiable with the cases themselves, but because of errors or failure to state the facts properly.

1. First of all make sure you have the right application blank for your purpose. If your dealer is giving you the blank, see that he understands not only what you want, but also why you want it. The application to get pipe fittings for a repair job may be different from the form required to get pipe fittings for a new installation.

2. Most of these forms look pretty complicated. Maybe your dealer knows all about the particular one you are supposed to fill out; if so, fine. If not, and you are uncertain about this and that, head straight for your county agent and county war board. It won't make life any easier for them, but you want this thing to be right.

If it isn't, it will bounce like a bad check. So rule two is to take advantage

### EMERGENCY REPAIR PARTS

**MOST** emergency repair parts are obtainable either on automatic priority ratings, or by telegraphed authorization from WPB field offices. Consult your dealer or service man.

of all the local assistance you can get. Then:

3. Be specific. Give a complete description of what you want. Identify it completely. Don't just name the kind of thing you want; state the type, size, grade, and all other normal specifications.

4. If you need several items for a project, ask at one time for everything you



## AND THEY'LL NEED GOOD NURSING!

need. Avoid asking for an electric motor one time and then coming back later with an application for electrical connections for the same job.

5. State what supplier you are doing business with, whether he has the item in stock, what rating or certification he needs in order to release it to you. If he hasn't it in stock, state what wholesaler or manufacturer will fill the order. Prove that you aren't shooting in the dark.

6. Describe your situation, the background behind your need for the equipment or materials. If necessary, attach a letter to the application. But keep it brief. Ask your county agent or war board to write a short letter vouching for statements that otherwise might be questionable; for example, that you have found it impossible to get a satisfactory secondhand piece of equipment. Be sure to state whether the item applied for will save labor.

Remember, in describing the background for your request, that somewhere down the line, it may have to be approved by someone perfectly competent in his own field but who may not be acquainted with the finer points of your type of production.

7. If you are turned down, and you

think the refusal was based on misinterpretation or insufficient information, consult your war board about trying again. But do not under any circumstances file a new application for the same thing before your original has been acted on. Except on cases of an emergency nature, you may have to wait several weeks for results. On certain items where total military requirements may be uncertain, the delay may be a long one.

8. Again, be specific. Vague and general terms are worthless. Pin down your statements explicitly. Examples: Don't say, "I need this immediately"; say, "I need this by Dec. 1, 1942." Don't say, "I need this equipment to take care of a young orchard." Say, "I need this to take care of a young orchard of 1000 trees just coming into production, which should yield 1000 bushels this year and 2000 bushels next year. My present equipment is sufficient only for my older orchard of 1000 trees."

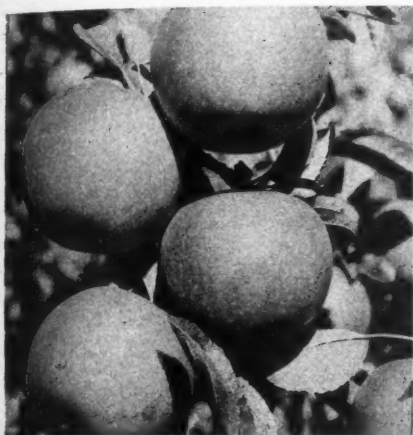
The War Production Board recently established a fresh fruit and vegetable unit. It is headed by Mr. Nathan Allen. This provides a valuable and needed point of clearance for the kind of grower and distributor problems which fall in the jurisdiction of the WPB.

DECEMBER, 1942

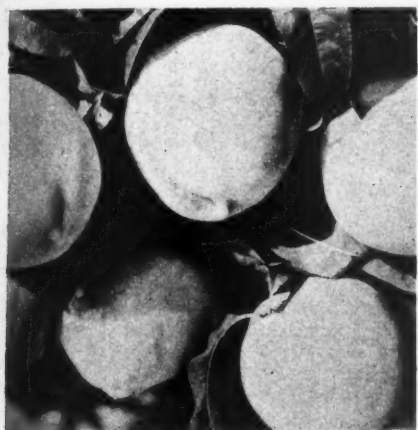


# THE 1942 FRUIT YEAR

A U.S.D.A. EXPERT ANALYZES THIS SEASON  
—AND LOOKS AHEAD TO 1943

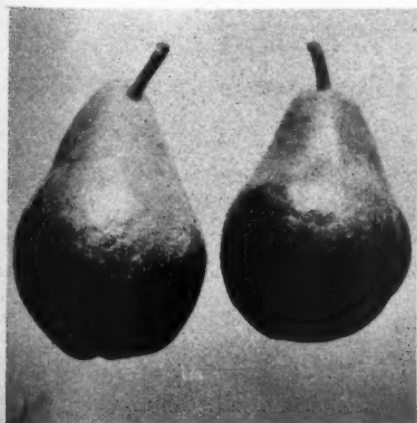


"Apple crop slightly above normal in size . . . on the whole of excellent quality. Most of crop is clean of both insects and diseases."



"Peach crop showed particularly the buying power of the public in 1942. The crop was one of the largest on record."

"A Bartlett pear crop of average size was being marketed at the same time that the peach crop was at its peak . . . heavy cannery demand at excellent prices resulted in a somewhat limited movement east."



DECEMBER, 1942

By J. R. MAGNESS

Head Horticulturist in Charge, Division of Fruit and Vegetable Crops and Diseases, Bureau of Plant Industry, U.S. Dept. of Agriculture.

**T**HE fruit year of 1942 has probably been the most satisfactory, both from the standpoint of quantity and quality of crops and of satisfactory prices, that the industry has enjoyed in almost two decades. It is fortunate that this season of large fruit production coincided with heavy demands both from governmental sources and from a civilian population with strong buying power. Thus, notwithstanding the fact that a number of the fruit crops were heavy, and all were quite satisfactory, prices have been sufficiently high to net good returns to growers notwithstanding greatly increased labor costs. On the whole the quality of the crop has been excellent. In certain local areas some of the fruit crops were reduced for various reasons.

Beginning with strawberries, production was fairly heavy in most producing sections. Spring drouth seriously curtailed the crop in the Middle Atlantic Seaboard area but in other sections production was good. Considerable quantities of strawberries were packed in sulfur dioxide for export to England under lend-lease agreements. This packing, in addition to the quantity normally frozen prevented prices from going low in any producing section and resulted in a very satisfactory deal for the strawberry grower in all sections where production was normal.

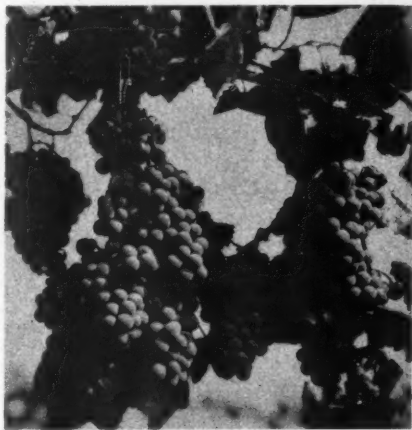
Following the strawberry harvest, a large crop of sweet cherries in the Pacific Coast States was marketed at moderately good, although not outstanding prices. Considerable rain damage to sweet cherries occurred in the Pacific Northwest. The sour cherry crop in Michigan and New York, the two leading states, was the largest on record, and excellent crops were the rule in all sour cherry areas. Prices for the crops were very satisfactory, notwithstanding the heavy crop.

(Continued on page 10)

AMERICAN FRUIT GROWER



"The sour cherry crop in Michigan and New York, the two leading states, was the largest on record . . . excellent in all sour cherry areas."



"The grape crop in 1942 was well above average. A serious effort was made to divert all suitable tonnage to raisin manufacture."

"Winter oranges from California to be marketed during the winter of 1942-43 are about average . . . production of both oranges and grapefruit for the same season from Florida and Texas will be fairly heavy."



PAGE 7

# STATE BY STATE SURVEY OF

## HIGH PRODUCTION AND PRICES OFFSET IN MANY AREAS BY DROP LOSSES DUE TO LACK OF LABOR —UNSEASONAL RAINS, WINDSTORMS, EARLY FROSTS AND INSUFFICIENT HARVEST SPRAYS

**REPORTS** from secretaries of horticultural societies in 24 states reveal that despite a year of big crops and high prices, the fruit industry actually has suffered undue losses because it was not possible to harvest all the crop in many areas due to shortage of experienced pickers, unseasonable rain and floods, windstorms and frost. In many cases lack of picking labor could have been offset by use of harvest sprays to prevent drop, or by an additional application of harvest spray to hold the apples until such time as they could be picked.—Editors.

### ARKANSAS

By Earl J. Allen

**STRAWBERRIES** were in poor demand due to sugar rationing and a little more than half the crop was harvested. The loss is estimated at 35,000 crates at \$2.00 per crate.

The worst hit crop was grapes. An estimated two thousand tons at \$35.00 a ton were not harvested due to shortage of help.

The apple crop which was somewhat smaller than normal was harvested with success. There is little doubt, however, that next year more than 60 to 70 per cent of the normal production can be handled. The quality of fruit will be decreased due to experienced operators of spraying rigs either being called into the armed services or going into war production plants.

### CONNECTICUT

By H. A. Rollins

**THIS** year's crop of apples was one of the largest and best quality on record. About one-third of the growers used a harvest spray but in spite of this about 30 per cent of the crop was lost because of the insufficient harvest labor.

The McIntosh were clean and of extra good size. Weather favorable to them but because of shortage of experienced labor, resulting in one-fourth drops.

Baldwins were generally clean but small. Serious infestation of European red mite and weather conditions unfavorable, causing heavy drop in late season.

Connecticut has farm cold storage capacity for over 700,000 bushels of apples. These farm storages have been extremely helpful this season. Both cold storages and the common air-cooled storages are filled to capacity. It is likely that about one-third of the total crop produced, or 600,000 bushels, were lost because of insufficient harvest labor. It is estimated that there was still 1,200,000 bushels or more than a normal crop harvested.

### DELAWARE

By T. F. Manns

A shortage of labor has prevailed during entire harvest season. It is estimated that fully a 10% loss on peaches and apples has resulted from this situation.

Estimates indicate that 50% of the orchards used harvest spray and since practically all

the large commercial growers used the sprays, this means 75% or more of the fruit received stop-drop sprays.

Many bushels of peaches became too ripe for the commercial pack and had to be sold at lower prices to the quick freeze packers. Many bushels of apples had to be harvested from the ground.

The indicated apple crop for Delaware was 928,000 bushels, with a harvest loss of probably 100,000 bushels and a cash loss of \$75,000 to \$100,000 or more.

The losses to the peach harvest, owing to the heavy freeze of 1941 and 1942 is hard to estimate.

### IDAHO

By George L. Yost

**ALTHOUGH** some loss from insufficient picking labor was sustained by a few growers in the harvesting of the commercial apple crop, the loss is not serious.

Many different systems in getting the crop harvested were employed. Some growers alternated their picking and packing with the same crew and some used Japanese labor recruited from various relocation centers.

The biggest help came from the late season, apple harvest running clear into the first week of November when normally it is over by October 25th. The big worry among the orchardists in this section now is where can we get labor for next year's production.

### ILLINOIS

By C. C. Mast

**THE** apple crop was about 70% of last year with quality and size and color very good and growers in very optimistic frame of mind, considering price received and prospect for another crop. Two or three freezes the last ten days in September delayed some of the operations in the larger orchards.

### INDIANA

By Monroe McCown

**THE** crop was only about two-thirds of the 1941 yield and approximately 85 per cent of average. Labor supply was below normal but generally sufficient to harvest the major portion of the crop before there was any appreciable loss from drop. Many of the larger growers used harvest spray which aided materially. The chief loss from drop occurred on

Rome Beauty, but in one large area growers estimated loss at not more than 15 percent. Drop began about two weeks after the general freeze in late September.

### IOWA

By R. S. Herrick

**THERE** are no fruit losses in this state which have been reported due to the lack of labor, insufficient use of harvest spray or fruit damage due to abnormal weather conditions.

Conditions were excellent this fall for harvesting and while the work was slowed up in some places due to the labor shortage, all fruit growers have their fruit harvested. Growers received excellent prices for their apples and in many cases are sold out.

### KANSAS

By George W. Kinkead

**THE** labor shortage for harvesting the fruit crop was acute. Many growers had to depend upon women and children, or anyone that was available. The Jonathan crop suffered the worst. A conservative estimate would be that 75,000 bushels went to the ground due to lack of help and another 15,000 bushels were removed from the trees due to local wind storms. Scab and worm damage due to insufficient harvest spray caused a loss of 36,000 bushels. In all, a drop of 126,000 bushels.

The average price for No. 1 apples at \$1.50 was satisfactory, the salvage of damaged fruit was cheap at the best. The average price of drops brought the grower from 40 to 50 cents a bushel.

### MARYLAND

By A. F. Vierheller

**ROSY Aphis** and fire blight were serious and thousands of bushels of Yorks, especially, were lost. The crop finished beautifully in size and color, but harvest was advanced by almost two weeks. Practically every grower used harvest spray to prevent drop but cool weather at time of application prevented the material from having effective action. In some cases, the effect of the material was spent before pickers got to the trees.

Orchard labor has been very scarce. Growers have imported pickers or used high school students and women of any age.

Windstorms, rains and some frosty nights loosened the fruit so that probably 40 to 50% of the crop dropped from the trees. York, Stayman, Black Twig and Rome affected most.

While the total commercial crop was about 5 to 7% above 1941, the total packed crop will be considerably less than in 1941.

No estimate of total drop or cash value are available but in Washington County, the largest fruit section, over 250,000 bushels dropped.

Drops largely salvaged by canneries, itinerant trucks and the chain stores in the Cumberland-Shenandoah area carried a week's special sales drive on drops. In early November growers felt that salvage was progressing nicely, cutting the loss to some extent and above all, preventing waste of usable fruit.

### MASSACHUSETTS

By William R. Cole

**GROWERS** faced this Fall the harvesting of the largest crop of fruit ever produced. Regular labor was uncertain or impossible to get.

Extreme heat coupled with high humidity and followed by wind during one 4-day period in September caused a very heavy McIntosh drop in orchards. In some areas this was estimated as high as 40 percent.

Due to abnormal size of apples the volume of McIntosh was 30 to 40 percent above pre-harvest estimates. This situation coupled with government use of cold storage facilities made it impossible to find such space for apples



# THIS SEASON'S FRUIT HARVESTS



In some areas additional application of harvest spray might have prevented excessive drop, as pictured above, which represents a loss, not only to the grower, but to the nation which in this war-emergency needs fruit as a vital food.

needing such handling. McIntosh has been fairly well taken care of but Baldwin and other late varieties are more than usual consigned to common storage.

Government purchasing has been a distinct relief, having taken a very considerable volume. Cold storage holdings Nov. 1, 30% above 1941 and 28% above 4 years of average of 1938-1941.

## MICHIGAN

By T. C. Stebbins

OF the 9,400,000 bushel apple crop in Michigan, a quarter of a million bushels or more went on the ground, with the value of each bushel reduced by 50 cents as it dropped. The early freeze in late September more directly affected this excess dropping than any other factor, and took its toll chiefly among Jonathan, Spy, Baldwin, and Steel Red varieties. McIntosh and Delicious suffered little loss from dropping. The early freeze was offset somewhat by better weather in October than in 1941, or the average October. Wind caused only minor loss. Rains caused very little loss of time. Crate shortage and slow return from the packing house caused some delay.

Actually the lack of labor did not aggravate the loss of fruit in an overall picture, but following the freeze, when time was at a premium, this shortage was felt more keenly and was a limiting factor.

## MISSOURI

By W. R. Martin, Jr.

WEATHER conditions during September and October were extremely favorable and no more than the average fruit loss was incurred even though harvesting was delayed materially because of labor shortages.

Harvest sprays were used quite generally with fair success and even though delays in harvest resulted in somewhat more than abnormal drop the demand for fruit for immediate consumption was sufficient to utilize these apples to a good advantage.

Had Missouri experienced extremely wet fall weather or early severe freezes the loss

might have been quite serious, however, any actual losses this year were in grade rather than losses in fruit.

## MONTANA

By A. O. Young

DUE to an early frost during blooming time our apple set was very light and then followed heavy late rain causing heavy scab infestation reducing our crop to about 25% of normal. Due to the light crop and with the aid of school children we had sufficient labor to care for the crop.

Estimated loss caused by these conditions was at least 150,000 boxes.

## NEBRASKA

By E. H. Hoppert

VERY favorable weather prevailed for harvesting and most growers had used a harvest spray to prevent dropping. In nearly every case their inexperienced crews had to be assembled and trained. This year older men and young boys from high school and women had to do the work and there was much lost motion and inefficiency.

Loss from dropping was a little larger than usual because of the shortage of experienced labor. This was in part compensated for by the increased price received but the loss by bruising was considerable.

We had a total production in Nebraska of about 130,000 bushels. At least 10,000 bushels of drops could have been saved had experienced labor been available.

## NORTH DAKOTA

By Harry A. Graves

FRUIT harvest in this state this year was not very heavy. No appreciable losses of fruit due to labor, however.

Harvest spray has not been employed in North Dakota to any extent as fruit growing is confined mostly to small home plantings.

There was a rather heavy infestation of apple scab this year in some of the orchards in the state.

## OHIO

By Frank H. Beach

THE Ohio apple crop suffered tremendous loss in value as a result of the abnormal dropping and insufficient harvest labor to pick the fruit during the short time that it could be taken from the trees without losses from dropping.

Peaches were worth more than apples and many growers used all available labor harvesting Elberta peaches, with the result that before Wealthy apple picking could be resumed they were mostly on the ground.

Several severe frosts and sharp freezes occurring during the last few days of September and on the morning of October 1 over most of Ohio, except for a narrow protected strip near Lake Erie. Within a week after this frost injury, the most serious drop that has ever occurred in Ohio was taking place. Apples literally rained off the trees. As many as 25 bushels fell off a large mature tree in a single day. Many large blocks of Rome, Stayman, Baldwin were not picked at all due to the premature and sudden drop.

The amount of good fruit of hard late varieties on the ground probably exceeded 1,000,000 bushels, and the loss in value is probably near \$750,000 or more.

Several growers used stop-drop sprays with considerable success. Many reported that the drop was delayed by a timely application about a week, and a few reported success by respraying after about a week where extra time was necessary to harvest.

## PENNSYLVANIA

By John U. Ruef

THE majority of the fruit has been harvested and about the only work being performed in the orchards at present time is due to salvaging drops, some of which are being packed for the wholesale markets and the remainder sent to the processing plants.

The drop varied with the individual orchards. Where harvesting started at an early date, only a small percentage of drops resulted. One grower had a crop of about 85,000 bush-

(Continued on page 18)

*Helping Service...*

**the Mobile Units of Our Armed Forces**

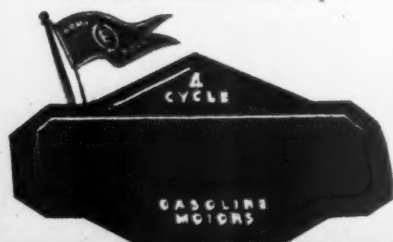
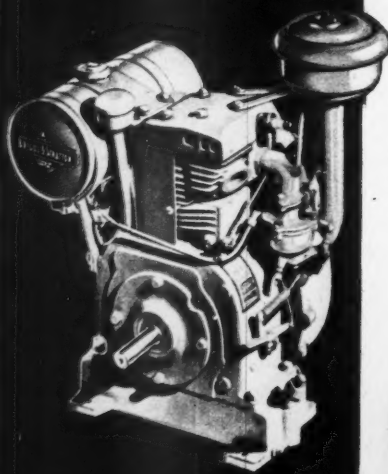
Lubrication of trucks, jeeps, tanks, planes and all other mobile units — inflating tires — pumping gas — powering repair units — these are but a few of the scores of jobs on which Briggs & Stratton instant-starting gasoline motors are now doing their part—furnishing dependable power to speed up this work with our armed forces everywhere.



In the War Program of the United Nations, Briggs & Stratton 4-cycle, air-cooled motors are now giving the same kind of service that has made them world famous — “preferred power” wherever gasoline powered equipment is used.

If you are now planning post-war production of gasoline powered equipment, we would appreciate the opportunity of consulting with you.

**BRIGGS & STRATTON CORP.**  
MILWAUKEE, WISCONSIN, U. S. A.



## 1942 FRUIT YEAR

*(Continued from page 7)*

An average sized crop of apricots was produced in the Pacific Coast areas. This was taken by the trade either for canning, drying, or fresh shipment at prices that were very satisfactory to the grower. Summer plums from California and the later plum crops from the Pacific Northwest and such eastern states as Michigan and New York were also marketed at excellent prices. Total production was about average for these fruits.

The peach crop showed particularly the buying power of the public in 1942. The crop was one of the largest on record. Although not as large as 1941 it was approximately 20 percent above the 10-year 1930-39 average. This crop was well distributed over the United States. Certain sections as southern Illinois, southern Indiana and some parts of the Middle Atlantic Seaboard had low production because of low winter temperatures or spring frosts. Outside of these areas, however, production was generally heavy so that the national crop was large. It has generally been considered that 4,000 carloads of peaches per week delivered to the markets was sufficient to cause a severe glut. During late July of 1942, however, when the crop from Arkansas, Tennessee and the Southeast was at its peak, approximately 6,000 cars were marketed in one week and the price was maintained sufficiently high to return a satisfactory figure to growers.

A Bartlett pear crop of average size was being marketed at the same time that the peach harvest was at its peak. Heavy cannery demand for Bartlett pears at excellent prices resulted in a somewhat more limited movement east than would otherwise have occurred and fresh fruit prices on the eastern markets were maintained at a high level.

These summer fruits are being followed by an apple crop slightly above normal in size, and on the whole, of excellent quality. Apple production has been well distributed with all producing sections having a fair crop in 1942. Most of the fruit is clean of both insects and diseases. With a strong demand for apples both for canning and drying, much of the lower grade fruit is being kept from the fresh fruit markets. Thus at the present writing, with the apple harvest just completed, prospects for an orderly marketing season and satisfactory returns are excellent. Some loss from dropping occurred, particularly in the Pacific Northwest and in the Potomac-Shenandoah area.

Approximately 90 percent of the commercial grape crop of the country from the standpoint of total ton—  
*(Continued on page 13)*





# THE '42 PEACH DEAL—WHAT "MADE" IT?

By CARROLL R. MILLER

**T**HE 1942 peach deal is over. The final fat check has been received (except for those turned over to Mr. Spillman and the P.A.C.A.).

It was delightful while it lasted, for most growers. When the "fresh" three-fifths of a 66-million-bushel crop can be sold between a floor of \$1.40 and a ceiling of \$3.75 f.o.b. for U. S. 1's, most everybody has a good time; and canning peaches had a party of their own, we understand.

What made the near-record crop sell that way? Will it do it again in '43?

1. Quality was better than average, for one reason. Georgia's marketing agreement and nature together helped at the start, and nature followed through northward. Except in a few localized drought or over-moist spots, the fruit was fine. But it has been that before—and sold for 85 cents f.o.b.

2. Payrolls were breaking records, and that helped. But payrolls were fine in the late 1920's, and peaches sold for 75 cents f.o.b.

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AS president of the National Peach Council, Carroll R. Miller is in a position to analyze and evaluate the peach industry and the 1942 peach deal, which he does forcefully in the accompanying article. This comprehensive article holds much of importance and interest at this time and should be read by all fruit growers for their better understanding of the business of marketing.—Editors.

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3. The grocers were well organized for peach selling—more nationally organized for their end of the job than ever before. The meeting at Philadelphia, May 18th; other meetings at Chicago; 400 field men of The Kellogg Company (Corn Flakes), plus a quarter-million superb posters; advertising on a national scale by 3 major food manufacturers in dailies, magazines and radio; these helped hugely. But some of these were active last year and peaches sold as low as 60 cents f.o.b.

These all helped, but it was home canning that really wrote the 1942 price ticket for "fresh" peaches; which means all except the bulk of the West Coast's. Heretofore, getting 30 million housewives to buy 46 million bushels of fresh peaches in 10 weeks has been too big a job. Movements just don't total up when they buy 'em in 3-lb. lots and eat 'em while the juice runs down their

fingers.

But these 30 million housewives canned 'em this year, bless their hearts. They had two powerful reasons: (1) It was helping the war by releasing tin and saving food. (2) The spectre of a bare pantry and bare grocery shelves this winter loomed uncomfortably.

Yes, they bought peaches, at \$1.95, and \$2.29 a bushel and higher, and canned them; sometimes two bushels at a time. And the 46 million bushels weren't enough. Prices got stronger and stronger as the deal drew toward a close and housewives realized they had waited too long. We have reports from all parts of the U. S., both rural and cities. We didn't believe it, until we got the factual reports, from grocers direct.

So . . . we have found the master-key to the peach price problem—canning. The other big helps are vital: quality, advertising, publicity.

(Continued on page 15)

★ FRUIT IS A FOOD VITAL TO VICTORY ★

# THE SMARTEST THING YOU CAN DO, MR. GROWER, IS TO BUY NEXT SEASON'S INSECTICIDES RIGHT NOW

Order what you will need—but no more—pay for it, take delivery early this Winter, and store it on your own farm. By so doing, you will have ready at hand on your own farm all necessary spray materials when you need them. This will protect you against possible serious delays in Spring deliveries.

Here's another bit of practical advice. Order everything you can in dry form. In doing this, you will be doing your bit to aid in the war emergency by helping to ease the tremendous load the railroads and motor transport services must carry in behalf of national defense.

Use DRY LIME SULFUR next season because of the shortage of metal drums and tank cars for Liquid Lime Sulfur. Remember, too, that the high water content of Liquid Lime Sulfur throws a big — and unnecessary —

burden on rail and other transportation facilities in getting needed spray materials to you.

Plan ahead—but ORDER NOW—especially your oil emulsions and Dinitrol to assure yourself of having them when needed.

## IF YOU ORDER EARLY WE CAN SUPPLY—

Arsenate of Lead  
Mulsoid Sulfur  
Dinitrol  
Sulfix Sulfur  
Dry Lime Sulfur  
Free-Mulsion  
Summer Mulsion  
Spralastic  
Safe-N-Lead  
Basi-Cop (Tri-Basic  
Copper Sulfate)

Sherwin-Williams is now producing a complete line of insecticides and fungicides for the fruit growers in quantities sufficient to take care of our customers if they will place their orders now through their regular dealers, and take delivery in 30, 60 or 90 days as we can ship.

*Remember, March and April are not far away. Foresight and the placing of your order now will enable us to protect you against Spring delays in delivery.*

*If you desire further information regarding supplies and deliveries of spraying and dusting materials, write at once to the Insecticide Department, The Sherwin-Williams Company, Cleveland, Ohio*

**THE SHERWIN-WILLIAMS Co.**





## 1942 FRUIT YEAR

(Continued from page 10)

nage is produced in the State of California. The crop in 1942 was well above average. A serious effort was made to divert all suitable tonnage to raisin manufacture since the maximum supplies of raisins were known to be much less than government and civilian consumption demands. Thus fewer grapes than normal found their way to the fresh fruit markets, notwithstanding the heavy production.

Citrus fruits have also been in heavy supply. The California Valencia crop representing the oranges marketed during the summer of 1942 was well above the average of the past 10 years. Winter oranges from California to be marketed during the winter of 1942-43 are about an average crop while the production of both oranges and grapefruit for the same season from Florida and Texas will be very heavy, possibly reaching the highest production on record if no climatic disasters occur.

The prune crop for drying is the only important fruit crop in the United States, production of which in 1942 was appreciably below normal. Dried prune production is about 80 percent of the 10-year average. While dried prune production has been somewhat in excess of market needs during most of the last 10 years, maximum quantities are needed at present.

Unquestionably the most serious shortage in 1942 has been in labor, particularly to harvest and pack the fruit crops. This situation has probably been more acute in the Pacific Coast States than in any other section of the country because of the tremendous fruit production in that area, the concentration of war plants in the Coastal cities and the relatively low population in the area where many of the crops are grown. The problems were met in 1942 by enlisting the aid of every man, woman and child in the fruit growing sections to pick or pack. In some cases attempts were made to import workers from considerable distances with varying degrees of success. Most of the fruit, however, was salvaged due in large part to the concerted effort of all people in the fruit growing areas.

### A Look Ahead to 1943

In 1943 the demands for fruit will almost certainly be as large as in 1942. Fruit is needed for the armed forces, for lend-lease, and for a civilian population that is working hard, that requires fruit in the diet, and that will be able to pay for it. Thus fruit as an essential part of our food-for-freedom program should be produced in maximum possible quantities in 1943.

The problems of the grower, however, will probably be increasingly



**Some Order! But that's what America consumes every year, in the Ice Cream it buys . . .** Strawberries, peaches, raspberries, cherries, apricots, grapes, oranges and lemons from domestic crops, as well as pineapples and bananas from tropical climes, are used along with pecans, almonds, walnuts and many other nuts to give variety to America's nutritious dairy food, Ice Cream.

Sixty-five million pounds of fruit and eight million pounds of nuts are used in the making of Ice Cream—not including that used at soda fountains for toppings and syrups for sundaes, sodas, milkshakes and other fountain specialties!

When you include the market provided for milk, cream, sugar, honey, corn sugar, eggs, etc. . . . you'll find that the Ice Cream Industry is a large contributor to farm cash income, and one worthy of the farmers' support. Besides being good to you . . . it's good FOR you. Ice Cream is a nutritious dairy food, full of the body-building qualities that everyone needs to fulfill his share of America's War effort.

**FREE BOOKLET—"The Ice Cream Industry and The Dairy War"**  
... Write 1104 Barr Building



**THE INTERNATIONAL ASSOCIATION OF ICE CREAM MANUFACTURERS**  
BARR BUILDING WASHINGTON, D. C.

complex. While present indications are that adequate fertilizers and spray materials will be available, there is a possibility of drastic changes in packaging and packing operations in many parts of the country. The problem of finding workers to produce, and particularly to harvest and pack the crop, may be more difficult than it was in 1942. In the producing areas many people who have never done orchard work may have to be called into service as a patriotic duty. The Western States and some areas of the East have pointed the way in 1942 by using school children, temporarily dismissing high school and college students, calling on women and all other

possible sources of help to work in the orchards through the peak harvest season. All of these steps will undoubtedly have to be continued in 1943 and even greater cooperation may be needed in intensive producing areas to meet our fruit food requirement.

Thus the 1942 season has been marked by bumper crop production of cherries, peaches, and citrus fruits, the latter still to be harvested. Average, or above average crops of apples, pears, grapes, berries, apricots and plums, added to these, make the total 1942 fruit tonnage very large. Prices have been sufficiently high on all fruits to return at least a satisfactory income to the grower.

**A**T the bottom of the west slope of South Mountain, about fifteen miles west of Frederick, Maryland, lies Pleasant Valley. Extending from the Potomac River almost to the Pennsylvania line, it is one of the loveliest spots in the State. During the great struggle between the North and the South it felt the tramp of both armies. Though rich in history, the "Valley" today is interested in more material things. Over a thousand of its fertile acres are devoted to the production of raspberries which ranks it among the largest single areas in the world producing this luscious fruit.

The first commercial plantings were made by a few farmers in the early '90's and the acreage rapidly increased as a result of the success of these first attempts. In 1919, about 392 acres were under cultivation in raspberries. During the past twenty years a much greater increase in the plantings has occurred. At present, Cumberland and Logan are the principal black varieties grown, while Latham constitutes ninety-five percent of the red crop. Some six hundred producers of the fruit take in about a quarter of a million dollars annually.

Berry growing, in most instances, is a family affair. The usual planting runs from a fraction of an acre up to two or three acres, although a few farms grow as many as ten acres. Under present conditions yields vary but with the advent of new varieties, disease resistant types, and a systematic clean up of the present patches, greater production can be expected.

About five years ago, the Departments of Entomology, Horticulture and Pathology of the University of Maryland, became interested in raspberry production. Intensive studies were made of the existing plantings and an educational program was instituted among the growers as to the ways and means of increasing their yields and quality.

The most important factor controlling profitable production has been found to be disease, the principal offender being two virus troubles; mosaic and streak. These seriously affect the quality and quantity of the fruit. With the educational program in effect, the more progressive growers are now cooperating with the University authorities

*(Continued on page 21)*

Black raspberries, the crop that is king in Pleasant Valley. Better than a thousand acres are devoted to the berries and the annual value of the crop is around a quarter of a million dollars. This variety is the "Dundee."

Geraldine Holder of Rohersville makes pin money picking berries during the season. Picking is a very skilled operation. Any rough handling mashes the fruit and makes it unfit for sale. Pickers average 2½ qt.

PAGE 14



# RASPBERRIES

## A SMALL FRUIT BUT BIG BUSINESS IN PLEASANT VALLEY

By JULIAN J. CHISOLM, II





## PEACH DEAL

(Continued from page 11)

They will be desperately needed when "normalcy" and the inevitable "bad" years return. But if growers are to prosper under the 70-million-bushel peach crops which seem ahead, then canning equal to this year's is the long-enough lever, and the grocers are the fulcrum, in this Archimedes' job.

Can we do it, after the war is over; when eager patriotism cools and the spectre of stark hunger among us no longer prevails?

We can, unquestionably! But it will be a real job.

Home canning alone cannot do the job, when peacetime returns again. A big permanent increase in home canning of peaches is in order, if we do our job right with the public and the grocers. Peaches are the "natural" for home canning, and women still like to fuss around the kitchen, in spite of all the mean things written about them. With planned, vigorous, consistent encouragement, they will really can peaches, year in and year out.

But commercial canning must take up a big part of this job. Commercial canning of peaches took a sizable step ahead this season in the East, where it has been negligible heretofore. This should by all means be amplified, for it is the crop "east of the Mississippi" that causes the worst gluts.

Increased canning, either home or commercial, may sound, first-blush, like bad news of increased competition, to the West Coast peach men, growers and canners both, to whom peach canning means livelihood.

But analysis and experience show differently. Peaches have so far "had a bad press"; rather, little or no press, or advertising and publicity. The field is fallow. Results of solid promotion will, by experience of other fruits, yield big increases in all peach consumption.

Our experience in apples has proven that a special sales-push on fresh apples increases the movement of canned apples also. People have apples called to their attention. If it doesn't suit them to buy fresh apples, they buy the canned. So promotion the year 'round for peaches is desirable: for "fresh" in season; for canned peaches the rest of the time.

But . . . this is a big job. The public, the grocers, the government—and the growers, all must be worked with. Such a job cannot be done by any one grower, or co-op, or state. Grocers are not interested in putting on sales-pushes for growers of one state or section. Fancy a South Carolina grocer pushing Georgia peaches! His peach-growing customers would rave. But

(Continued on page 17)



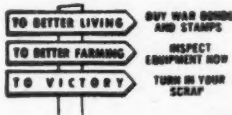
**STANDING BY YOU...  
ALL THE WAY!**

**H**E has the watchful eye, the keen concern of a doctor for his patients. His fingers, black with grease perhaps, are sensitive to the pulse beat of farm machinery in his care. For well does your implement dealer know that the food supply for hundreds of men may depend on his skill in preparing your equipment for the grueling months ahead.

There is only one thing he fears. What will happen if you put off reconditioning till spring . . . if you wait for breakdowns in the field to order repairs? The waiting list may be long by that time, while the weeds choke out your crop.

Have all your equipment checked over now, he suggests. Today is not too soon! Every Allis-Chalmers machine judged "Ready to Roll . . ." qualifies for the red-white-and-blue FARM COMMANDO eagle.

Your Allis-Chalmers dealer takes special pride in the equipment he has sold, particularly the old-timers. For a reason close to his heart, he is painstakingly fitting them for the task ahead.



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TRACTOR DIVISION • MILWAUKEE • U. S. A.

mail this **COMMANDO-GRAM**

Allis-Chalmers may be able to help you.

Allis-Chalmers Mfg. Co., Dept. 16, Tractor Division, Milwaukee, Wisconsin  
Can you help me locate the following equipment, no obligation to me:

I have the following equipment for sale to someone who needs it:

PLEASE PRINT SIZE AND DESCRIPTION—NAME AND ADDRESS

Name \_\_\_\_\_ R.F.D. \_\_\_\_\_

Town \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

# MAKING FRUIT AND VEGETABLE JUICES IN SMALL LOTS

**H**OW to make and preserve small quantities of fruit and vegetable juices in the home is told in some detail in a circular published recently by the New York State Agricultural Experiment Station of Geneva, New York. Methods developed by the Station scientists for extracting and preserving fruit and vegetable juices and for making blends of certain juices have now been reduced to simple directions that can be readily followed by the housewife who has small quantities of fruits and vegetables, that is a bushel or less, which she may wish to convert into juice.

Among the fruit juices dealt with are apple, grape, cherry, plum, and raspberry and other pulpy berries, together with blended fruit juices, such as apple-berry, apple-cherry, and apple-plum. The descriptions of methods of making vegetable juices include directions for tomato juice blends and cocktails, sauerkraut juice, rhubarb juice and carrot, celery, beet, and turnip juices and blends.

The equipment required for the home preparation of fruit and vegetable juices need not be elaborate or expensive. The Station specialists have designed a homemade press with a capacity of 1 bushel of raw product which can be operated with an automobile jack.

Clarified juices require special equipment not generally available on the farm, hence only cloudy or natural juices are recommended for home manufacture.

All crushed fruits and fruit juices are easily oxidized by the air if they are allowed to stand around at any stage of the process of preparation and preservation. The importance of care in the storage of homemade fruit and vegetable juices is stressed particularly. Oxidation causes loss of true fruit flavor and vitamins and

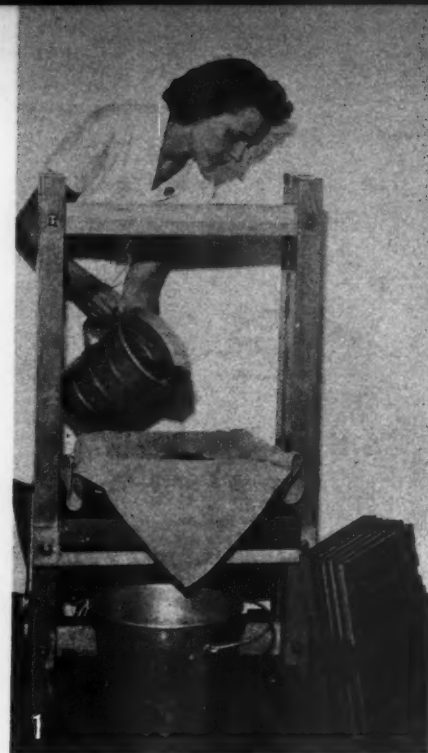


Fig. 1. Filling the homemade fruit juice press. Cloth is filled with crushed fruit and corners of cloth are folded over before cheese form is placed on top.

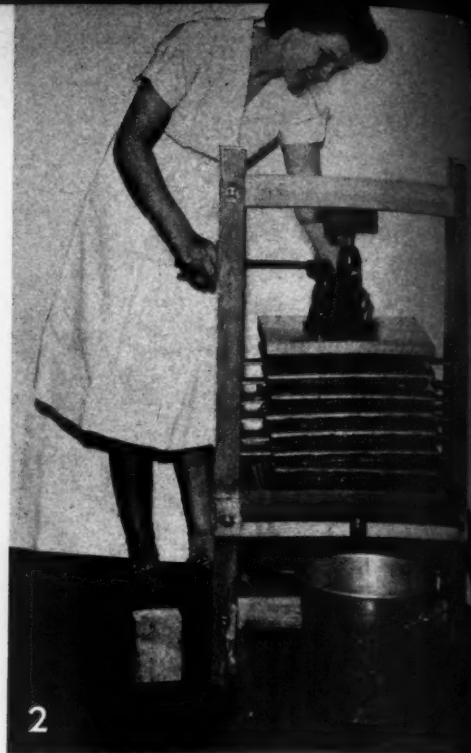


Fig. 2. Homemade fruit juice press in operation. The jack is placed squarely on the support and pressure is applied uniformly.

Fig. 3. All necessary equipment and the makings of the fruit press are assembled here, ready for use. The press is economical to build and easy to operate.



the development of undesirable flavors. This loss of quality may be reduced to a minimum by storing the products in a cold dry storage or cellar.

Most fruit juices do not require the addition of sugar. Sugar does not aid in the preservation of pasteurized fruit juices.

The juice should be stored in strong glass bottles such as those used for soda or ginger ale and should not be filled more than nine-tenths to the top.

Ordinarily, juices are extracted cold from the crushed fruit or vegetable, but certain fruits, particularly grapes, are heated to 140° to 150°F. before pressing in order to extract color and to obtain a larger yield. Small fruits, such as raspberries, strawberries, and cranberries, are best extracted after freezing and subsequent thawing. Freezing and thawing causes the solution of the natural fruit colors in the juice and breaks the cells of the fruit to release the juices contained therein. Heating dissolves some of the tannin of the fruit and if the fruit is heated to too high a temperature or for too long a time, so much tannin is dissolved that the juice becomes some-

what bitter. The heating of certain fruits and vegetables releases so much of the solids, and in other cases dissolves so much pectin, that the juices have the texture of sauces rather than juices. Juices from such fruits or vegetables can only be cold extracted.

In using this press the fruit should be crushed, berries and other soft fruit may be put thru a grape crusher but apples should be sliced before crushing. The crushed fruit should be placed in the press immediately. Place cheese form squarely on rack and continue until the press is filled. Jack is placed squarely on support and pressure is applied uniformly. If twisting occurs, the cheeses have not been built uniformly.



## PEACH DEAL

(Continued from page 15)

grocers are very much interested in working with the growers of peaches, nationally—if they are shown the profit to themselves, and practical handling methods and such sales helps.

Government has powerful agencies—state extension division's 3,000 home demonstration agents working with the nation's farm women; the Victory Food Special machinery, with vast publicity to public and grocers; the Bureau of Home Economics, recognized authority for food editors of the nation's dailies and radio; research into health and nutrition values.

But government agencies cannot work for one state. They require a national picture. Given that, they are ready to go to work, powerfully.

Mention of government brings us face to face with this: government now holds tight wartime control over peaches, and everything else. Dozens of men at Washington, literally, have the power to sign, suddenly, life-or-death (or extreme injury) decrees for the peach industry. The "75 per cent back haul" order of ODT is an example; along with sugar, nutrition program, price ceilings, etc.

Government men are okay, mainly; doing their level best on a huge job. But they can't know all about everything. They are glad to listen to corrective pleas from injured or threatened industries and that they respond quickly where the injury is clearly shown to the proper people, we have proved. But here again, they want the united voice of the peach industry—not a lone grower, nor a lone state.

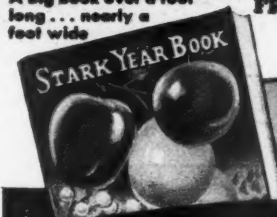
Government control has been expanding steadily for years. It jumped hugely the past pre-war years; will continue after wartime emergencies are past. Peaches must have self-protection, on a national basis, from now on, or suffer.

To understate it, this hurried narrative, plus what you have observed previously, seem to indicate the helpfulness of an active, streamlined national organization of, by and for the peach industry: to build home canning, and commercial canning; to build consumer acceptance; to build grocer cooperation; to get government to work for peaches and to keep government from ruining peaches.

National Peach Council functioned the past season, in all these fields. We speak from some experience. We make no claims whatever as to having maintained the price level. But we did these:—We organized the grocers. We lined up huge help from 3 national food manufacturers. We issued a widely-used recipe

(Continued on page 19)

A Big Book over a foot long... nearly a foot wide



FREE

U. S. Gov't Urges—Plant Quick-Bearing Fruit Trees NOW!

NEW Big Year Book of Miracle Fruits  
72 Pages... 300 Glorious Life-Color Plates! FREE

## New Fruit Triumphs From "Baby Trees"

Mammoth Size

Crossbreeding and Extra Heavy Whole Root System Secret Grafting Method save years of waiting

### We Stand ½ the Cost

of tree collections to encourage Victory Planting. Fall is best time

AMAZING new improvements in ordinary fruits now offer thrilling success to even inexperienced growers. More luscious, more beautifully colored, bigger fruit is now easier to raise than the ordinary kinds because the plant wizards, Burbank and Stark, have developed more vigorous, more delicious varieties.

#### Varieties that gain a year

Many are so superior that they have been awarded U. S. Patents and Trade-Marks—as much better than the ordinary varieties as Prize-Winning Cattle are better than scrubs. Varieties bred and selected to bear years younger—even one year gained will pay for trees. Varieties of amazing size, bearing more bushels per tree—exclusive varieties, propagated only by Stark true to strain from the original parents so all their wonders are retained.

Trees are given years head start by our Extra Heavy, Whole Root Secret Grafting Method, using the

complete root system of the seedling—not just one piece of root. Each tree "fattened" with rich plant food before digging to avoid set-back at transplanting. Six inspections assure cream-of-the-crop trees—sound in roots, trunk, bark and health! No "runts" from Stark.

#### Glorious Big Catalog—FREE (Over a Foot Long)

Thousands report thrilling success with New Stark-Burbank Prize Varieties pictured in life-color in the big, new 72-page catalog. Coupon brings Deluxe edition—while they last. Also valuable information on Family Fruit Gardens and home orcharding, and beautifying your home with gorgeous new developments in shrubs and roses. Send today as this Fall is best time to plant nearly everywhere, and gain a year.

### STARK Nurseries

Box B-22, Louisiana, Missouri  
Largest in World—Oldest in America



**MEN and WOMEN** to sell spare time, liberal commissions, win fine prizes

Real money—spare time or full time, healthful outdoor work—selling your share of 5 million orchards urged by U. S. Govt. to make up big Fruit Tree shortage revealed by last census. No Investment. No experience. Free outfit. Get Priority on gasoline. O. E. Griffin made \$240.01 in month. Get started now! Mail Coupon!

### Mail Coupon NOW!

STARK Nurseries & Orchards Co., Box B-22, Louisiana, Mo. APG-12-42  
Send me FREE big, new Deluxe Prize Fruit Book and Special ½ Price Victory offer.

I may plant..... Trees..... (kind)

Name..... (number)

P. O..... County.....

St. or RFD..... State.....

☐ Check here if interested in liberal weekly income plan for selling Stark trees, spare time.



### THE WATER-SOLUBLE DORMANT SPRAY

Elgetol is the non-irritating dinitro dormant spray that contains no oils. It combines ovicidal, insecticidal, and fungicidal action, having the endorsement of agricultural colleges and experiment stations.

Elgetol is recommended for the control of aphids, bud moth, twig borer, crown gall, oyster shell scale and other pests. Elgetol is compatible with oil, making it a dual purpose spray.

See your dealer or write for literature containing recommendations and directions for use.



STANDARD AGRICULTURAL CHEMICALS, INC.

Sacramento, Calif. 1301 Jefferson St., Hoboken, N. J.

# STATE NEWS

## SURVEY OF SEASON'S HARVESTS

(Continued from page 9)

els and less than 3,000 drops. Another harvested 35,000 bushels and reported about 8,000 drops. In general, the drop will average about 15 per cent.

The hormone sprays were used with varying degrees of success. No doubt, due to time of application if last year's dates of application were used rather than the degree of maturity at the time of application in 1942. Most fruits ripened seven to ten days earlier than in the 1941 season. Where maturity was disregarded, heavy drops resulted.

### RHODE ISLAND

By E. P. Christopher

A very considerable amount of fruit has been lost in Rhode Island this year because of labor, package and storage lacks. Most of the good McIntosh were stored but facilities were not sufficient to take care of more than one-half to two-thirds of the Baldwins and other late varieties.

Storage officials claim that they turned down from 20 to 25,000 bushels and others might have been affected had the story that there was this lack of storage space not been passed around. Many of these fruits will not be sold due to the glutted market conditions.

With the first large crop of Baldwins since the freeze of 1933-34 and the hurricane loss of 1938, a drop of about 30,000 bushels is estimated. One orchardist lost 2,000 good Baldwins because of the lack of packages.

The gross return will probably be at least 50,000 less than might have prevailed had there not been the uncertainty of future market conditions.

### TENNESSEE

By A. N. Pratt

THE average crop in West Tennessee ran 40% or more wormy but there were a few clean crops. The same was true in Middle Tennessee. In East Tennessee—our major commercial area—crops were variable—some above normal and others less than half a crop. The freeze hit some of the higher orchards in late September crisping leaves but not injuring the fruit.

The labor situation was definitely critical.

Few commercial growers used harvest sprays except experimentally. Most orchards have sufficient elevation to get good color and enough varieties to spread the harvest season.

### UTAH

By A. Stark

IN 1941 crops were reported at 5,700 tons of cherries, 754,000 bushels peaches, 472,000 bushels apples, 153,000 bushels pears.

The 1942 crop report indicates 3,300 tons of cherries, 340,000 bushels peaches, 358,000 bushels apples and 86,000 bushels pears.

The loss in crop yield was due principally to a severe winter followed by late spring frost.

Because of the extremely high price for fruit in Utah this year there was practically no loss because of lack of harvesting.

### VIRGINIA

By W. S. Campfield

HEAVY torrential rains, the heaviest in the last 49 years, lasted four days the middle of

October and caused a drop of around 50% of apples remaining on the trees.

It is estimated that 775,000 bushels of apples dropped to the ground, the drops being Winesaps, Staymans, Black Twigs and Yorks.

The loss as a result of the flood is somewhere between \$600,000 and \$700,000.

Hormone sprays, while generally understood and appreciated by the growers, were not so generally used this year because of lack of labor. Where they were used shortly before the rains began, there was much less drop in certain instances. W. F. Young of Staunton, Va., had a few rows sprayed before the rains and reports that the difference was very noticeable.

### WASHINGTON

By John C. Snyder

THERE are numerous reports concerning the amount of fruit that has not been harvested. These reports give estimates varying from five to thirty percent. It seems that in the Wenatchee district as a whole about 1000 cars will not be picked. This loss is due mainly to lack of labor and insufficient use of harvest sprays.

Growers in the Yakima area were somewhat more successful than they were in the Wenatchee area.

The problem of obtaining labor was by far greater this year than it ever has been before. Orchardists in outlying districts in some instances have had some difficulty in getting labor. It was necessary for these orchardists to make a special effort to line up their labor and provide a means of taking them to the orchards. Orchards in which the picking was poor did not attract pickers. Many of the trees that were not picked were those on which the crop was light.

This year's experience convinces us more than ever that it will be necessary for us to make special efforts to secure labor. The providing of conveniences for laborers and training inexperienced help will aid the situation.

### WEST VIRGINIA

By Carroll R. Miller

APPLE crop was 60% harvested when drop hit October 10-14. Drop took 50% of fruit remaining on trees or 20% of total commercial crop of 4,800,000 bushels. Total drop therefore between 900,000 and a million bushels.

Probably 75% of drops salvaged at fair prices for canners, truckers, etc., stopping heavier losses. Labor through season has been sufficient to squeeze by on.

### WISCONSIN

By H. J. Rahmlow

HEAVY frost late in September caused a 100% drop in late varieties such as Snows in some areas. While the fruit was not lost, there is no profit in greatly reduced price drops bring.

Abnormal rains during the early picking season resulted in loss in quality by over-maturity and dropping. Percentage of loss not great, however.

While there was a labor shortage, crops were harvested satisfactorily, although fruit would have been in better condition had some varieties been picked sooner.

AMERICAN FRUIT GROWER

## CALENDAR OF COMING MEETINGS and EXHIBITS

Dec. 1-3—Michigan State Horticultural Society, Civic Auditorium, Grand Rapids.—H. D. Hootman, Sec'y, East Lansing.

Dec. 1-3—Annual meeting of the New Jersey State Horticultural Society, Walt Whitman Hotel, Camden.—Arthur J. Farley, Sec'y, New Brunswick.

Dec. 3-4—Kansas State Horticultural Society annual meeting, Manhattan.—The Kansas nurserymen will meet in conjunction.—Geo. W. Kinkead, Sec'y, Topeka.

Dec. 8-9—Connecticut Pomological Society, Garde Hotel, Hartford.—H. A. Rollins, Fruit Specialist, Storrs.

Dec. 8-10—Virginia State Horticultural Society 47th annual meeting, Stonewall Jackson Hotel, Staunton.—W. S. Campfield, Sec'y, Staunton.

Dec. 10-11—Peninsula Horticultural Society annual meeting. Fruit meeting at Dover on the 10th, vegetable meeting, Bridgeville, Dec. 11th.—T. F. Manns, Sec'y, Newark.

Dec. 11-12—The annual meeting of Oregon State Horticultural Society, Hood River.—O. T. McWhorter, Sec'y-treas.—Corvallis.

Dec. 14—Missouri Horticultural Society annual meeting, Hannibal. Will adjourn to attend Illinois Horticultural Society meeting on 15th and 16th in Quincy, Illinois.

Dec. 14-16—87th annual convention of Illinois Horticultural Society, Quincy, in connection with the national meeting of the American Pomological Society.—C. C. Mast, Sec'y, Quincy.

Dec. 16—Arkansas State Horticultural Society annual meeting, Springdale.—Earl J. Allen, Extension Horticulturist, Fayetteville.

Dec. 16-18—Washington State Horticultural Society 38th annual meeting, Yakima.—John C. Snyder, Extension Horticulturist, Pullman.

Dec. 17-18—Annual meeting of the Indiana Horticultural Society, Severin Hotel, Indianapolis.—Monroe McCown, Sec'y, Lafayette.

Jan. 6-7—Annual meeting of the Massachusetts Fruit Growers' Association, Worcester.—W. R. Cole, Sec'y, Amherst.

Jan. 6-7—Annual meeting of Maryland State Horticultural Society, Hagerstown. Subject to change.—A. F. Vierheller, Extension Horticulturist.

Jan. 12-14—Pennsylvania State Horticulture Association annual meeting, Harrisburg.—J. U. Ruef, Sec'y, State College.

Jan. 13-15—Annual meeting of the New York State Horticultural Society, Rochester.—Roy P. McPherson, Sec'y.

Jan. 22—The annual meeting of the Minnesota Fruit Growers' Association will be held with the Minnesota State Horticultural Society at University Farm, St. Paul, during the Farm and Home Week, January 18 to 23. The exact date for the meeting is tentative, but it is expected to be held on Friday, January 22.—J. D. Winter, Sec'y, Mound.

Jan. 26-28—Annual meeting of the Ohio State Horticultural Society will probably be held in connection with Farmers' Week, Ohio State University. The exact dates will be announced later.—Frank H. Beach, Extension Horticulturist, Columbus.

Jan. 27-29—Annual meeting of the New York State Horticultural Society, Kingston.—Roy P. McPherson, Sec'y.

Feb. 10-11—West Virginia State Horticultural Society annual meeting, Martinsburg.—Carroll R. Miller, Sec'y, Martinsburg.

DECEMBER, 1942



## PEACH DEAL

(Continued from page 17)

service, and publicity for press and radio. We solicited and helped organize government's powerful agencies, especially in home-canning. We accomplished some things in getting sugar "loosened up" for peach time; in getting "the 75 per cent black haul clause" cancelled; in getting peaches recognized nutritionally, etc. We functioned the past year on nerve, \$5,500, and experience gained in other fruits. Only 7 states supported The Council actively, financially. When we said "National Peach Council" we knew we were bluffing. We hoped we wouldn't be called and we weren't, often.

It must not be so from now on. The proposal before the Council's directors now is to draw in every commercial peach state—on a plan so simple, so inexpensive that it is hard to find an objection; to wit: . . . "membership to be by states; state membership fees to be \$200 per year for those states producing one million or more bushels in 1942, and \$100 per year for states producing less than 1,000,000 bushels . . . from each state, two members to the board of directors . . . states and regions shall continue their own programs of sales promotion, in such coordination and cooperation with National Peach Council as shall promote effectiveness and economy. . . . The Council's work shall include calling together annually the directors, with travel expenses paid, to consider and act upon the problems of the industry. . . ."

"Too insignificant a budget!" You yell, scornfully. "You can't do anything on \$4,000 or \$5,000."

But wait! We did it, last year! So we know about that. Frankly, we hope that some of the really big peach states will boost their annual ante—to \$500, or \$1,000 each, instead of \$200.

Even that doesn't provide the half-million dollars desirable to do a thorough job of public education, grocer education, research and government cooperation. Admitted freely. But who wants to give a fledgling infant a half-million to spend?

We don't have to sweat over the expensive part—the public education by advertising, etc.—for another year or two; not until War's alarm and the vacuums resulting therefrom have passed. In the meantime, let's get on with these big industry jobs that don't happen to cost so much—with home canning, and grocer promotion, and government cooperation, and such, and "get our sea-legs under us."

Let's get together in peaches! How do YOU feel about it? If you feel that way, what will YOU do about it?

DECEMBER, 1942



## U.S. TRAVEL 1942 STYLE

In the months since Pearl Harbor the railroads of the United States have carried three times as many soldiers as in the same months of the last war.

Of the 6,800 Pullman sleeping cars and 17,500 passenger coaches on the railroads today, a great part are assigned to military movements—and the armed forces have first call on all the rest.

Besides troop movements, there are those who must

travel on essential war business. There are service men on furlough. There is the shortage of tires and the rationing of gasoline—all adding to the demand for space on the trains.

That demand must be met with the cars we have—other war needs make it impossible to get any more.

So please help the other fellow who *must* travel—and help yourself—and help us to get the best use out of what we have.

**DON'T WASTE TRANSPORTATION.** Plan early. Make reservations and buy tickets as far in advance as possible. Avoid week ends. Do your traveling in the middle of the week whenever possible. Travel light. Limit your hand baggage to actual requirements. Other baggage can be checked. Plans changed? Cancel your reservation promptly if your trip is deferred or called off. It will help the other fellow.

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**RAILROADS**

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PAGE 10

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## RASPBERRIES

(Continued from page 14)

to improve their plantings by roguing their patches of all diseased stock and buying only the best disease-free plants for replanting or establishing new patches. To obtain disease-free stock from the present source of supply is extremely difficult. Even with so-called "certified" stock, it has been found that when growth begins in the spring following planting, it has been necessary to eliminate from ten to fifteen percent of the plants because of various forms of virus infection. If these infected plants are not removed in the first part of the growing season, the spread of the disease is so rapid that the entire patch becomes infected and worthless.

The most serious of the fungous diseases is anthracnose. However, this is easily controlled by a simple sanitation and spray program using dormant lime-sulphur 1 to 12, just as the buds are breaking. Occasionally, in very wet seasons, it may be necessary to make two applications to get complete control.

Insects do not constitute a serious problem in general. However, there have been isolated outbreaks of red scale and rose chafer, the former being held in check by the above mentioned spray program and the latter remaining a problem.

At present, while the average yield is about 1,200 quarts to the acre, some growers are harvesting better than 3,000 quarts and test plots have shown that yields as high as 7,500 quarts to the acre are entirely possible when disease-free plants and good cultural practices go hand-in-hand.

Practically all of the picking is done by women and children who are paid about 2½¢ per quart. A good worker can pick between 100 and 125 quarts in a working day, depending upon the set of fruit. Picking is a highly skilled operation. The slightest careless handling mashes the fruit and allows mold to develop that renders it unfit for sale.

During the season, which lasts about five weeks, the fruit is picked every other day; if it is not picked when it is ready, it becomes soft within a few hours, unfit for sale and a loss.

The workers start early in the morning and their work is usually complete between two and three o'clock in the afternoon.

Over three-quarters of the acreage devoted to raspberries is planted to the black types and the remainder to the red, even though the latter brings a higher price on the market. The natives scorn the red berries saying "they taste like chinch bugs" and "only city folks eat them."

Black raspberries are shipped in quart "berry cups" packed twenty-



## YOUR FARM

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Right on your own farm, Mr. Farmer, is the important second front of this war. The food you produce will be a deciding factor in the Victory.

To grow more—with less manpower and less new farm equipment—is a tough problem. But Americans like you have been doing the impossible before and will do it now. The war has curtailed the building of new Iron Age sprayers and others as well. We can supply new outfits when they are vitally needed. However, it is doubly important that your spraying equipment continue to operate if at all possible.

Iron Age equipment is built to "Take-it." Because of their sturdy construction Iron Age Sprayers, Planters and Diggers, etc., require less "babying." They take punishment with a smile.

But just to be sure—grease and lubricate *all* your equipment thoroughly, clean it till it sparkles and when you store it be sure it is fully protected. If parts are needed—order them now from your nearest dealer.

After the war is won and we once again turn to making Iron Age equipment we hope you will choose Iron Age sprayers. Growers who use Iron Age can tell you of their outstanding performance. Until Victory—keep 'em spraying.

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four to a crate. During the early part of the season, the red varieties are shipped in pint "berry cups" packed thirty to a crate but, as the crop becomes more plentiful, a change is made to the standard twenty-four quart crate.

The center of the raspberry industry is  
AMERICAN FRUIT GROWER

the little town of Boonesboro, settled by one William Boone, a cousin of the famous Daniel Boone. Practically all of the farmers bring their fruit to this point for sale although a few ship to commission houses by rail. The main street of the town is the market place.

# WHY NOT A "SWAP SERVICE" AMONG GROWERS?

By DEAN HALLIDAY

ON page 6 of this issue Truman Nold tells how to go about getting a priority for a piece of equipment, tool or repair part. He writes with authority, and not a little anguish, for he is executive secretary of the National Apple Institute, his headquarters are in Washington, D.C., and every day, and often long into the night, he must deal with those government officials who find in the priorities problem the Alpha and Omega of life. He must argue, cajole, plead with, and sometimes even threaten officials who at best are devious in their statements about the secret of obtaining a priority, and who are also uncertain, coy and hard to please.

Nold outlines for fruit growers the ABC's of applying for a priority—(And, by the way, if you haven't read his article, please do so even before finishing this one. His is the first sane, easy-to-understand explanation of the subject we have seen.) Nold stresses the fact that a grower must be careful to put down every detail in his application in just the way the government wants it in order that the very officials who wrote the regulations will understand what the grower's application is all about. The official rules and regulations may be obscure, but the grower's application must be crystal clear.

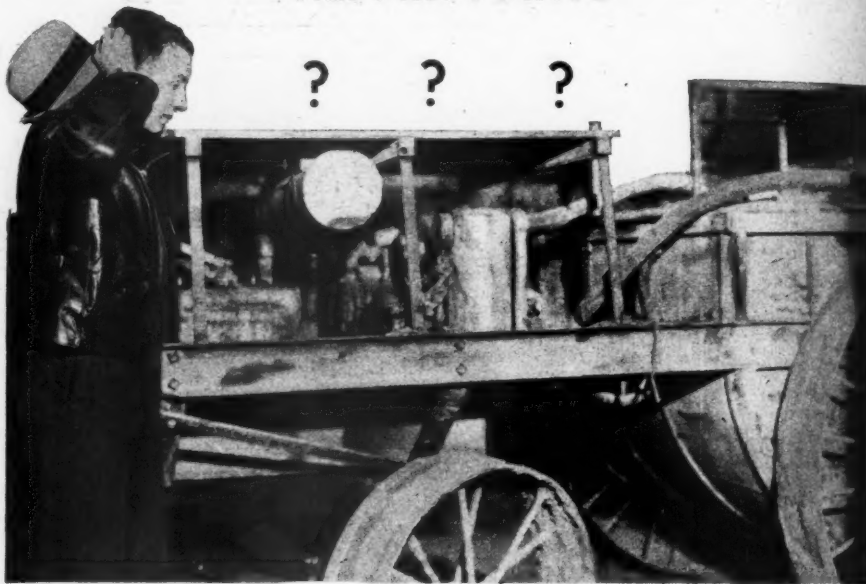
After telling what to do and how to do it, Nold sums it all up by warning that even after a grower's application has been made in approved, apple-pie order, he should be prepared to wait, in some instances for a long time, before he gets what he wants or needs for bigger, better fruit production. The wheels in Washington grind slowly, although they grind exceedingly fine.

It is at this point—the point of delay in obtaining a priority—that I would like to step in with a pertinent question. Why can't fruit growers help each other during the war emergency? One fruit grower frequently has a piece of equipment, a tool or a part which he no longer uses or needs, yet another grower in the same county or state would give his eye teeth to have it. He could buy it, or, he in turn, might have something the fruit grower wants or need and an exchange or swap could be arranged.

A "swap service" once established in each fruit growing state or region certainly would help to alleviate the delays, shortages and production hardship imposed willy-nilly by priorities.

A word-of-mouth swap service is too limited, although such a system has already proved to benefit in certain neighborhoods. A service on a state or regional basis requires a medium of communication.

## HERE'S OPPORTUNITY FOR STATE SOCIETIES OR REGIONAL ASSOCIATIONS TO OFFER NEEDED WARTIME ASSISTANCE TO GROWERS BAFLED BY PROBLEM OF OBTAINING EQUIPMENT OR REPAIR PARTS



Picture of a grower puzzled by priorities.

tion. This could be a printed, multigraphed, mimeographed or even typewritten sheet or bulletin issued at weekly or monthly intervals. In it growers could list and describe their needs as well as items which they in turn were willing to dispose of on a buying, selling or exchange basis.

Although "swap sheet" services have sprung up in some rural areas in recent years as a commercial enterprise on the part of a local printer or other individual operating for personal profit, we do not believe this is the answer to the fruit grower's needs. In the face of the war emergency and priorities a swap or exchange or barter service among fruit growers should be set up in a spirit of helpfulness and mutual interest. Its slogan could well be, "One for all, all for one." It most certainly should be established in the interest of furthering fruit production and not for profit.

How to do it? Who to do it? These are obvious questions. But the answer, it seems to us, is equally obvious. Why isn't this an opportunity as well as a wartime obligation for each state horticultural society?

A "swap sheet service" issued every week probably would involve too much effort, but it would seem practical for the secretary of each state society to issue a monthly bulletin. This need not be more than one or two sheets, 8½ x 11 inches in size, multigraphed on both sides of the sheet. What growers have to offer each other on a sale or swap basis could be listed in columns in the style of classified advertisements, such as the daily newspapers publish. Such announcements could be grouped under headings featuring various classifications of equipment, tools or supplies. For example, under the heading, "Spray Equipment" one grower might want to announce that he has an extra spray gun nozzle

of a certain make, type and size, which he would be glad to swap with another grower who has an extra pair of rubber boots, hip length, and a rubber spray coat he would be glad to trade for the spray gun nozzle which he needs, but hasn't been able to buy because of delays in obtaining a priority number.

A state society, it seems to us, could well afford to offer this "swap service" free to members as a wartime service. The same service could be made available to non-member growers within the state upon payment of a small monthly, quarterly or yearly subscription price. The subscription income from non-members would help to defray costs of the service. And because of the benefits of the service new members might be signed up for the society.

If certain state societies cannot see their way clear to set up such a service, it may be that a regional advertising and marketing association could offer the service to member growers in the group of states within its jurisdiction. Non-member growers could also be served on a small fee basis with the hope also that the service would lead to their joining the association as a full fledged member.

There is a real need for an exchange service of some kind among fruit growers for the duration. It would seem to be a real opportunity for state societies, or even regional organizations. It is not entirely practical on a national basis because of the shipping difficulties involved in the exchange of items of various sizes and weights over long distances.

AMERICA FRUIT GROWER, however, will be glad to advise and assist any state society or regional association that wishes to undertake setting up a "swap service" among growers.

Who'll be the first to launch this much wanted wartime service?



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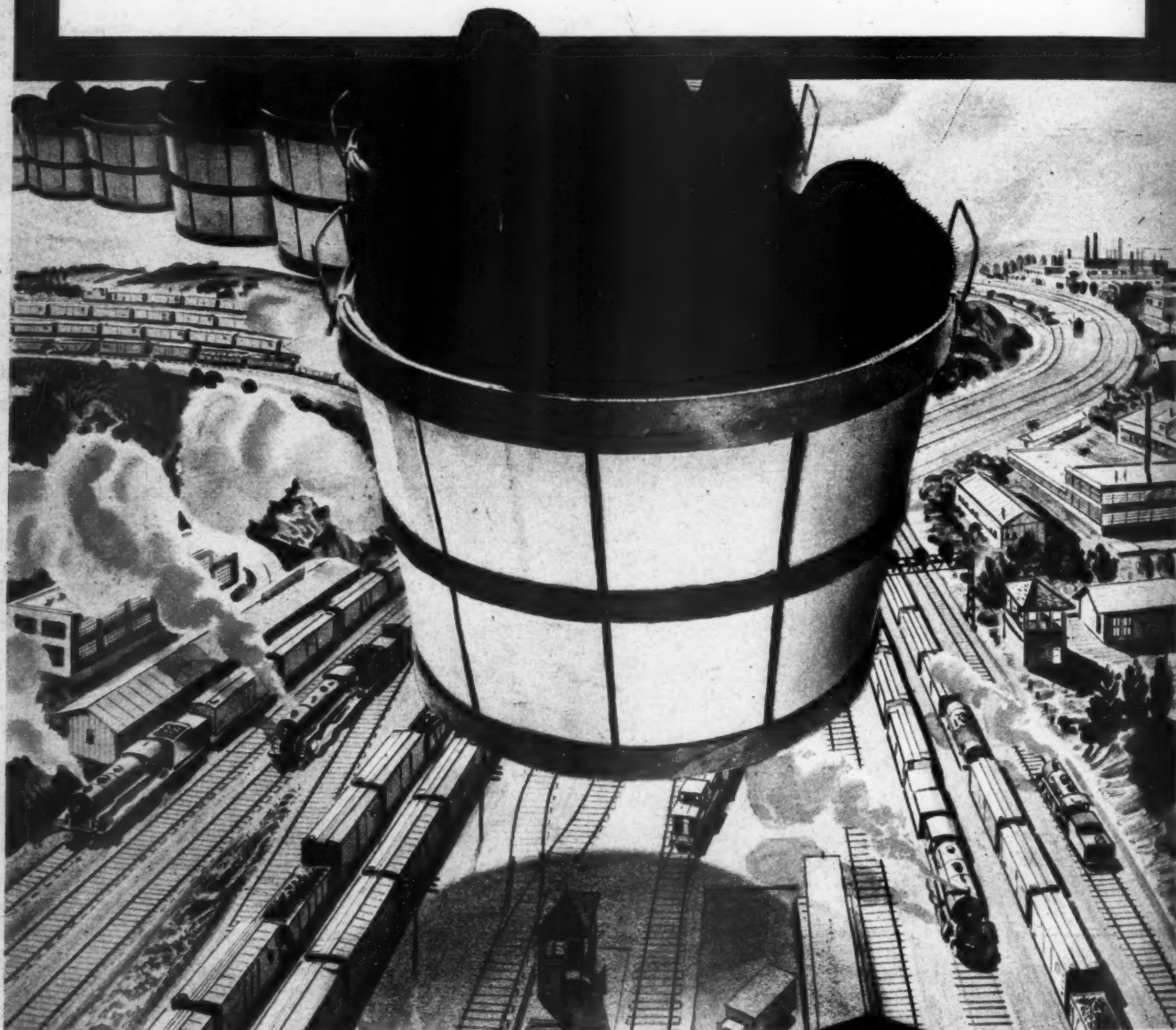
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